

RJ REYNOLDS

TOBACCO COMPANY

COPY

S. R. MacLEOD
Region Operations Mgr

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July 25, 1997

RJR Account #180000
R. Rinde
ELMIRA DISTRIBUTING

SEPTEMBER WINSTON B2G2F LIGHTERS / PROMOTION #700649

Dear Rich:

WINSTON regular product has been ordered (see quantities listed below), as well as 17 skus of B2G2F Lighter Sleeves / Displays (Item #527552) to pack and ship this promotion to your participating retail accounts. All additional pertinent promotional information is listed below:

<u>UPC Code</u>	<u>WINSTON</u> <u>Brand Style</u>	<u>Case</u> <u>Size</u>	<u>#/ Cases</u>
12300-11906	Light Box	6M	1
12300-11212	Full Flavor Box	12M	1

PO #081197

Product / Premium Arrival:

August 11, 1997

Ship Date to Retail:

Week of: August 25, 1997

SKU CUBE:

1.7150

SKU WT (w/o Product):

6.6200 lbs

Retail Sales Offer per Sku:

20 units

Billing per Sku:

4 Full Price Cartons

EFT \$ Amount:

\$1,063.76

Non-EFT \$ Amount:

\$N/A

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-2-

B2GFP

ELMIRA DISTRIBUTING

Promotion Description: Utilize self-contained shipper. Shipper has 20 buy-2-get-2-free-lighters sleeves. Two packs of Winston product should be placed into the sleeve. Consumer purchases two packs, receives two Winston 'No Bull' Lighters free.

SHIP NUMBER OF DISPLAYS AS INDICATED ON THE ATTACHED CUSTOMER LIST

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you \$28.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to \$28.00 (1 case(s) @ \$28.00). Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell

Promotional Coordinator / 1610

/jc

cc: A. Zecca

Note to RJR Manager:

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

V-WINB2.DOC

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TWO FREE NO BULL Lighters.

- Special September offer: Buy two packs of new, no-additive Winston, get two free No Bull lighters
- Special packaging
- Attention-getting displays
- Proven traffic builder

No bull.

Get 2
lighters

FREE with
2-pack purchase

Win

New Winston
True taste.

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BPEN55B2

WORKPLAN VAP TEMPLATE LISTING

PAGE: 22
DATE: 97-06-30
TIME: 09:16 AMWHOLESALER : 180000 ELMIRA TOBACCO CO., INC. <DIRECT>
TEMPLATE : 700649 70900 WIN SEP B2G LTRS
TEMPLATE SEQ : 0013
SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162603	162225	430853	RETSOF SHUR SAVE	2727 GENESEE ST.	RETSOF	NY	14539	1				(716)243-2426
162605	162228	192094	C & S MOBIL MART/F	3301 CHAMBERS RD	HORSEHEADS	NY	14845	1				(607)796-9208
162605		429128	BEV'S VARIETY	91-93 MAIN ST	PHELPS	NY	14532	1				(315)548-5046
162605	162624	647713	STOP 21	RT. 21 & ARMINGTO	PALMYRA	NY	14522	2				(315)597-6300
162605	162624	715512	STOP 21 II	539 N MAIN ST	CANANDAIGUA	NY	14424	2				(716)394-4490
162605		718792	LIQUID UNLIMITED IN	1600 CEDAR ST	ELMIRA	NY	14904	1				(607)734-4296
162605	162228	737481	SUB'S PINE VALLEY B	RT 14 BOX 55	PINE VALLEY	NY	14872	1				(607)739-5401
162605	162225	752652	ODESSA COUNTRY STOR	4884 MAIN STREET	ODESSA	NY	14869	1				(607)594-3846
162605	162228	764246	A-PLUS MINIT #60065	625 PENNSYLVANIA	ELMIRA	NY	14904	1		0362-0102	046292	(607)732-1275
162605	162225	764282	RT #414 RED & WHITE	1596 STATE ROUTE	WATKINS GLEN	NY	14891	1	NYS			(607)535-7515
162605	162225	764298	MAPHIS EGGLELAND	CATHERINE RD	ODESSA	NY	14869	1	NYS			(607)594-3688
162605	162228	239960	POST CREEK BUSY MAR	ROUTE 414	BEAVER DAMS	NY	14812	1	NYS			(607)936-4552
162605	162228	269467	LEWIS BROS	703 WESTLAKE ST	HORSEHEADS	NY	14845	1	NYS			(607)739-8958
162605	162228	269783	CFM #33-094/F	3 BEARTOWN RD	PAINTED POST	NY	14870	1	NYS	0990-0000		(607)962-7675
162606	162225	518794	ARGENTINERIS GROCER	104 LODER ST	HORNELL	NY	14843	1				(607)324-1560

PAGE BREAK TOTAL ACCOUNTS 15 TOTAL QUANTITY 17

TEMPLATE TOTAL ACCOUNTS 15 TOTAL QUANTITY 17

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08/27/97

ACCOUNT NUMBER: 180000	ELMIRA DISTRIBUTING
VOUCHER NUMBER: 15367383	374 UPPER OAKWOOD AV
DATE WRITTEN: 08/27/97	ELMIRA , NY 14903
STATUS: PAID	
AMOUNT PAID: 28.00	SEND CHECK TO: ROU

DESCRIPTION	UNITS	AMOUNT
'97 VAP PK & SHP	1.00	28.00

EXPLANATION: SEPT: WINSTON B2G2F LIGHTERS 700649 / AZ

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